

## **PUBLIC RELATIONS SPECIALIST I**

### **DEFINITION**

Under general supervision, is responsible for performing entry-level public relations work; performs related duties as required.

**EXAMPLES OF WORK** (Any one position may not include all of the duties listed, nor do the examples cover all of the duties that may be performed.)

Prepares and disseminates news stories, press releases, talking points, fact sheets, articles, and other publicity related material;

Assists or participates in the design of various marketing pieces such as logos, fliers, brochures, print ads, post cards, pamphlets, and programs to be used for educational or informational purposes;

Scans and manipulates 35 mm and digital photos to be utilized for internal and external media publications;

Assists or participates in the development of newsletters to be read internally or externally;

Edits educational bulletins, pamphlets, and informational leaflets; writes news stories and articles;

Answers letters and requests for information including public document requests on matters pertaining to the work of the department, division, agency, project or program;

Prepares radio scripts and oral presentations of departmental activities and achievements;

Prepares reports and maintains records as required;

May deliver presentations before schools, civic organizations, and business and fraternal clubs;

May assist in the development of educational projects and participate at events by staffing displays and exhibits.

### **MINIMUM QUALIFICATIONS**

Possession of a bachelor's degree with significant coursework (16 semester and 24 quarter hours) in journalism, communications, marketing, public relations or other closely related field.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Considerable knowledge of public relations principles and practices; considerable knowledge of communication methods and procedures; general knowledge of photography and electronic graphics; general knowledge of the printing industry; general knowledge of journalistic principles; skill in public speaking; ability to effectively use the English language, including grammar, punctuation, and spelling; ability to use a personal computer and relevant software; ability to multi-task and meet deadlines; ability to use inductive and deductive reasoning; ability to communicate with others orally and in writing; ability to uncover important and relevant information about a problem through conversation, questioning or discussion; ability to use inductive and deductive reasoning; ability to remember information such as words, numbers, pictures and procedures; ability to correctly follow a rule or set of rules in order to arrange things or actions in a certain order.

Probationary Period: 365 Days  
Examination: Competitive

Class Code: 3104  
Job Family: Administrative  
EEO Job Category: Professional  
Compensation Plan: CIMAGE/CWA  
Salary: Grade 54 (89)

Class established: 01-27-71  
Current spec: 09-26-05  
Commission action taken: Revise/Retitle (Public Information Assistant)  
Merge/Revise/Retitle (Public Info Asst I [3103] into Public Information Asst II 9/25/00)  
Last reviewed: 09-26-05